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Causative Factors for the Acceptance of Denim as a Clothing Fashion by Sri Lankan Consumers

Abstract – “Denim” has united the world from its origin to the present day, playing different roles to satisfy different requirements of the society as a clothing fashion. This has been accepted throughout the world due to different factors which are unique to a specific community, context, or period of time. This research was a comprehensive study to identify the factors that have caused the acceptance of denim as a clothing fashion in Sri Lanka despite its extrinsic origin. The study is done using a mixed methods approach where both qualitative and quantitative data were gathered through literature, structured interviews, and questionnaire surveys to support the analytical framework which was modified from the consumer behavior process. The behavior of Sri Lankan Denim consumers has been observed through a dual perspective approach to identify the causative factors for the acceptance of Denim. As the final outcome of this research, a set of causative factors that were identified by the consumers and supported by the manufacturers, designers, or marketers were analyzed in three phases of the consumer behavior process to elaborate on how the acceptance of Denim has been occurred and continued within the context of Sri Lanka.

Keywords: Denim, Fashion Acceptance, Consumer Behaviour Process, Dual Perspective Approach

